



Enrollment Management Content Summary

With membership, you'll get access to the following types of content:

Live & Recorded Webcasts

Average time to impact: 60 minutes

Leadership webcasts, whether live or recorded, are always available to our leadership members for free. You'll always get access to presentation materials and any supplemental resources.

Short Lessons & Quizzes

Average time to impact: 20 minutes

Our short lessons are self-paced. They include videos, quizzes, and downloadable job aids to support action.

Articles & Reports

Average time to impact: 10 minutes

These short pieces are written in collaboration with industry experts.

Job Aids & Printables

Average time to impact: 5 minutes

Job Aids & Printables are ready-to-use tools.



Admissions and Recruitment

1. 3 Videos: Critical Skills for Admissions Officers
2. The \$10,000-a-Year Bachelor's Degree That Works
3. A New Approach to Accepted Student Days—Furman University
4. Adapting Recruitment & Yield Strategies in Uncertain Times
5. An Innovative Approach to Strengthening Your International Programs and Partnerships
6. Boost Student Recruitment with Online and Virtual Events
7. Building Social Media Efforts for International Student Recruitment
8. Centralizing the Scholarship Administration Process
9. Communicating Institutional Value to Prospective Students
10. Communicating Value in the Admissions Process
11. Connecting Admissions Counselors More Effectively to Yield Outcomes
12. Considerations for Working with Commission-Based International Recruitment Agents
13. Effective Counseling Skills for New Admissions Officers
14. Engaging Campus Partners in Recruitment Activities
15. Enhance Your Application Process: Strategies to Measure Grit and Non-Cognitive Variables
16. Enhancing Admissions with High School Counselors: A 4-Phase Approach
17. eSports in Higher Education
18. Forming International Partnerships to Increase Enrollment
19. Getting Started: Using Social Media in Student Recruitment
20. Ideas for Academic Leaders to Engage Faculty in Student Recruitment
21. Improving Your Admissions Ambassador Program for Better Campus Visits
22. Improving Your Campus Visit Experience
23. International Student Recruitment: Maximizing Your Website Content
24. International Student Recruitment: Revamping Your Email Communications
25. Leveraging Alumni Interviews in the Admissions Process: A Case Study from the University of Pennsylvania
26. Leveraging Social Media Advertising in Higher Ed Marketing
27. Managing Your Enrollment Funnel to Optimize Student Recruitment
28. Measuring and Improving Admissions Team Performance
29. Microtargeting to Achieve Enrollment Goals
30. Navigating the Graduate Enrollment Landscape Mid-Pandemic
31. Predictive Models for Enrollment: Showcase of Three Examples
32. Prioritizing Marketing Tactics for Adult Student Recruitment
33. Proactive Strategies for Controlling Admissions Turnover
34. Restructuring Daily Campus Visit—University of Puget Sound
35. Revitalize Your Video Marketing Strategy: A Case Study from Beloit College
36. Social Media Metrics and ROI for Admissions
37. Strategies for Building Connection with Key Admissions Stakeholders
38. Strategies to Engage Parents and Families in the Recruitment Process
39. Strengthening Admissions and Financial Aid Partnerships



40. Strengthening Yield Communications to Prevent Summer Melt
41. Strengthening Your Institutional Value Proposition
42. Using Video Effectively in Recruitment Marketing
43. Yield Rates are Declining – Why?

Enrollment Services

1. 4 Steps to Ensure Electronic and Information Technology Accessibility
2. Assessing Incoming Student Readiness for Online Learning
3. Auditing and Improving Customer Service on Your Campus
4. Avoiding FERPA Pitfalls in the Financial Aid Office
5. Bringing One-Stop Services to Students Across Campus
6. Building a University Service Culture: Case Study from Laurentian University
7. Developing an Assistance Animal Compliance Policy
8. Developing and Implementing Your Customer Service Vision
9. Disability Services: Accommodating Student Veterans
10. FERPA and Academic Advising
11. FERPA and Athletics
12. FERPA and Campus Safety
13. FERPA and Faculty
14. FERPA and Front-Line Staff
15. FERPA Checklist: What Can Never Be Shared
16. FERPA for Faculty
17. FERPA Hot Topics: Big Challenges Solved
18. FERPA Lessons and Quizzes
19. FERPA Policy and Procedure Audit
20. FERPA Regulation Basics
21. FERPA vs. HIPAA
22. FERPA: When to Involve Legal Counsel and Leadership
23. Gaining Institutional Buy-In for a Streamlined Transfer Credit Evaluation Process
24. Improve Adult Student Success with Superior Customer Service
25. Offering Credit for Prior Learning Assessment
26. Online One-Stop: Improving Efficiency and Quality of Service
27. Physical Space Considerations for One-Stop Centers
28. Prior-Prior Year: Preparing Your Institution
29. Private Universities: Building Pathways for Community College Transfer Student Recruitment and Success
30. Translating Experiential Learning into College Credit with Prior Learning Assessment
31. Tools for Better Customer Service

Financial Aid

1. Avoiding FERPA Pitfalls in the Financial Aid Office



2. Centralizing the Scholarship Administration Process
3. Communicating Financial Aid and Affordability to Admitted Students
4. Complying with Section 702 of the Choice Act
5. Cross-Training Admissions and Financial Aid Staff
6. Customer Service Training for Financial Aid Staff
7. Increasing Student Engagement in Financial Literacy Programming
8. Prior-Prior Year: Preparing Your Institution
9. Strategic Financial Aid Allocation for Retention
10. Strengthening Admissions and Financial Aid Partnerships

Marketing and Communications

1. 15 Tips to Engage Gen Z in Your Communications
2. A New Approach: Distributed Content Strategy in Higher Ed Marketing
3. A Showcase of Innovative Storytelling Mechanisms Across Higher Ed
4. Assessing Your Current Presidential Voice
5. Branding Your Career Services Department
6. Communicating Institutional Value to Prospective Students
7. Connecting Central Marketing and Advancement Teams: An Innovative Approach
8. Creating a Framework for Proactive Issues Management
9. Creating a Responsive Design Framework for University Websites
10. Developing Personas in Higher Ed Marketing
11. Developing Presidential Voice: Toolkit for Marketing and Communications
12. Differentiating Your School for Adult Students
13. Effectively Implementing Your Social Media Policy
14. Ensuring Successful Outcomes with Marketing Consultants
15. Executing Your Communications Plan During a Crisis
16. Five Steps for Sub-Branding in Higher Education
17. Graduate Enrollment Marketing: Unpacking the Biggest Challenges
18. Higher Ed Marketing: Building the Infrastructure for Content Creation and Curation
19. How to Write an Effective Op-Ed in Higher Education
20. Implementing Your Social Media and Branding Guidelines
21. Improving Social Media Content Curation with Student Ambassadors and Hashtag Campaigns
22. Launching a Branding Initiative
23. Leading with Social First: A Innovative Approach to Content Creation
24. Leveraging Social Media Advertising in Higher Ed Marketing
25. Making Your Social Media Content Accessible and Inclusive
26. Managing Higher Education Social Media Challenges
27. Measuring and Tracking the Effectiveness of Your Marketing and Branding Efforts
28. Mobile Web Design for Student Recruitment
29. Partnering Advancement and Communications to Enhance Your Institution's Brand
30. Prioritizing Marketing Tactics for Adult Student Recruitment



31. The Promise and Peril of Podcasting in Higher Education
32. Revitalize Your Video Marketing Strategy: A Case Study from Beloit College
33. Selling Your Value to Adult Students
34. SEO Primer for Higher Ed Marketing
35. Social Media in Student Recruitment: Emerging Channels and Metrics
36. Social Media Metrics and ROI for Admissions
37. Speechwriting for Campus Leaders: Tips for New or Occasional Speechwriters
38. Staffing and Structuring a Successful Marketing Communications Department
39. Strategies to Engage Parents and Families in the Recruitment Process
40. Strengthening Your Institutional Value Proposition
41. Strengthen Your Instagram Strategy in Higher Education
42. Tactics to Increase the Visibility of Your Honors Program or College
43. Tips for Building Successful Relationships with Reporters
44. Tools for Creating a Brand Culture at Your Institution
45. Using Market Research to Inform Strategy
46. Using Personas in Higher Ed Marketing
47. Using Social & Digital Data to Inform Marketing Intelligence
48. Using Social Media in Your COVID-19 Response
49. Using Student Storytelling in Higher Ed Marketing
50. Using Video Effectively in Recruitment Marketing
51. Writing Resource Manual

Operations

1. Habits of Highly Effective Higher-Ed Professionals
2. Habits of Highly Effective Higher-Ed Professionals, Part 2: Finding Your Purpose
3. Measuring and Improving Admissions Team Performance
4. Proactive Strategies for Controlling Admissions Turnover

Retention and Student Success

1. 3 Ways to Connect Students to Career Services Early and Often
2. Academic Advising Records: Implications for Electronic Documentation
3. Academic Coaching: Models for Student Success and Retention
4. Adjusting Academic Policies Because of COVID-19: A Discussion Space
5. Approaches to Engaging, Connecting, and Retaining Online Students
6. Are We Measuring the Impact of Advising the Right Way?
7. Assessing Incoming Student Readiness for Online Learning
8. Assessing the Effectiveness of Your Retention Programming
9. Best Practices in Developing a Peer Mentoring Framework
10. Branding Your Career Services Department
11. Building a More Effective Parent Relations Program
12. Capitalizing on the Dream and Design Phases of Appreciative Advising



13. Career Industry Cluster Model: Aligning Career Services with the World of Work
14. Career Services: Engaging Undocumented and DACA Students
15. Career Services: Fostering Meaningful Connections Between Diverse Students and Employers
16. Career Services Skill Building: Supporting International Students
17. Case Management 1.0: Considerations for Establishing a New Mental Health Case Manager
18. Case Management 2.0: Considerations for Enhancing the Impact of Your Mental Health Case Manager
19. Changes that Make a Big Impact on Peer Leader Training
20. Coaching Students to Build an Entrepreneurial and Innovative Mindset
21. Co-curricular Activities to Engage First-Generation Students
22. Components of a Successful Training Program
23. Comprehensive Transfer Support: A Case Study
24. Conducting a Self-Audit of Your Retention Data and Programs
25. Connecting with Advisees from Diverse Cultural Backgrounds
26. Considerations for Your Student Population - First Year Students
27. Considerations for Your Student Population - First Generation Students
28. Considerations for Your Student Population - International Students
29. Considerations for Your Student Population - Multicultural Students
30. Considerations for Your Student Population - Transfer Students
31. Considerations for Your Student Population - Veteran Students
32. Creating a Case Manager Role to Better Serve At-Risk Students
33. Creating a High-Touch Online Summer Bridge Program
34. Creating a Sense of Community with Graduate Students
35. Creating a Stop-Out Program to Increase Completion
36. Creating a Training Model to Increase Faculty Engagement in Students' Mental Health
37. Creating a Virtual Orientation Experience that Preserves On-Campus Benefits
38. Creating Co-Curricular Learning Opportunities Through On-Campus Internships
39. Creating Intentional Programming to Support the Success of Men of Color
40. Creating Support Structures to Help Grads Develop a Professional Identity
41. Curricular Efficiency: Improving Academic Success and Degree completion
42. Developing Academic Stamina in First-Year Students
43. Developing and Administering Mentorship Programs for Transfer Students
44. Engaging and Celebrating First-Generation Students and Faculty on Your Campus
45. Engaging First-Gen Families to Drive Student Success
46. Feedback and Follow-up: Customizing Your Peer Mentor Program
47. Finding Success with Remote Academic Advising: A Training for Frontline Advisors
48. Five Key Components of a Successful Intrusive Advising Process
49. Focus on Student Belonging to Boost Student Retention and Success
50. Four Skills to Build Professional Mindsets with Students
51. Four Strategies for Successfully Advising Undeclared Students
52. Fundamentals of Fundraising for Diverse Student Groups on Campus



53. Gaining Faculty Buy-In for Student Success Initiatives and Programs
54. Give Your Students an EDGE through On-Campus Internships
55. How Bay Path Boosted STEM Success for Underrepresented W
56. How Some Colleges are Building Student Resilience and Grit
57. How to Integrate Career Readiness into Curricula with Digital Badging
58. Immigration Law 101: 3 Key Issues for Compliance
59. Improve Completion through Redesigning Developmental Courses
60. Improve Student Mental Health Services Using Online Tools
61. Improving Academic Literacy for International Students
62. Integrating Career and Advising Services: Session 1
63. Integrating Career and Advising Services: Session 2
64. Improving Career Services with Data
65. Integrating Career Development into Study Abroad Experiences
66. Improving First-Year Student Experience Programs for At-Risk Students
67. Improving Student Engagement with Advising Communications
68. Improving Student Success Can't Be a One-Office Effort
69. Increasing Degree Pathways for Stop-Out Students
70. Increasing the Odds for Non-Traditional Student Persistence and Completion
71. Innovative Strategies for Supporting Reinstated Students: A Case Study from Georgia Tech
72. Integrate Academic and Career Resources to Improve Student Success
73. Integrating Career and Advising Services: Session 1
74. Integrating Career and Advising Services: Session 2
75. Integrating Effective Mentorship into Campus Culture: A Success Story
76. Integrating Information Literacy in First Year Student Programs
77. Integrating Peer Mentors Across First-Year Student Programs
78. Inventory and Map Interventions for Use with Predictive Analytics
79. It's Not Just About the First and Second Year of College
80. Keys to Creating a Powerful Partnership Between Advising and Career Services at Your Institution
81. Launching an Academic Success Coaching Model in Advising
82. Level Up! What Faculty Need to Know About Digital Badges
83. Looking at Student "Grit" and Resilience – from Recruitment to Retention
84. Mental Health Resources for the Campus Community
85. Minimize the Fallout from Cyber Attacks
86. New Advisor Training: Developmental Advising via Email
87. Onboarding Spring Admits for Future Success
88. Overcoming Barriers to Student Affairs/Academic Affairs Partnerships: 4 Examples
89. Overcoming Three Common Challenges in Online Advising
90. Practical Tactics for Building Academic Grit
91. Prioritizing Interventions through Effective Assessment
92. Providing Academic Support for First-Generation Students



93. Recruiting and Retaining Faculty and Staff Mentors for Minority Students
94. Retaining Online Students: Expert Perspectives
95. Retention Strategy: What Holds Us Back?
96. Rethinking Career Fairs: Creating Tailored Experiences for Students and Employers
97. Scaling Experiential Learning Across Campus
98. Selecting the Right Software for Your Learning Center Needs
99. Solving Retention Challenges with a Team Approach: A Case Study
100. Specializing Career Services
101. Strategies to Confidently Communicate with Students Experiencing Mental Health Challenges
102. Student Affairs: Trends to Watch in 2017-19
103. Student Retention: A Discussion of Practices & Approaches During Uncertain Times (COVID-19)
104. Summer Bridge: Building and Measuring Campus Connection
105. Supporting Military-Connected Students for Success and Completion
106. Supporting Neurodiverse and Accessible Learning Outside of the Classroom
107. Taking a Case-Study Approach to Improving Academic Advising Assessment
108. Taking Your Orientation Online to Solve Common Challenges
109. Telling Your First Destination Narrative
110. The Road to Adaptive Learning: Improving Comprehension, Easing Faculty Burden
111. Three Solutions for Impacting STEM Retention
112. Three Strategies for Connecting Student Athletes to Career Services
113. Three Ways to Engage Online Students Outside the Virtual Classroom
114. Title IX: Key Considerations for Working with Pregnant and Parenting Students
115. Translating Experiential Learning into College Credit with Prior Learning Assessment
116. Translating Your Student Development Services for Online Students
117. Tools for Training Advisors
118. Using Data and Metrics to Improve Student Persistence
119. Using Data to Inform and Design Sophomore Year Experience Programs
120. Using Retention Metrics to Support At-Risk Online Students

Strategic Enrollment Management

1. Aligning Finance and Enrollment Management Perspectives
2. An Innovative Approach to Strengthening Your International Programs and Partnerships
3. Assessing and Improving Enrollment Performance
4. Busting Myths Around Your Market Position: Making Data-Informed Decisions
5. Collaborating Effectively with Academics in Strategic Enrollment Management
6. Creating a Culture of Collaborative and Data-Informed SEM on Campus
7. Critical Considerations for Accelerated Degree Programming
8. Differentiating Your School for Adult Students
9. Establishing Smart Enrollment Goals



10. How One College Used the Business Model Canvas to Boost Enrollment and Develop New Academic Programs Quickly
11. How Will Colleges Operate in the Fall and What Will Students Pay? A Panel Discussion
12. Identifying Curriculum and Building Internal Readiness
13. Implementing SEM at Community Colleges
14. Key Questions to Produce Effective Data Visualizations
15. Keys to Approaching Tuition Resetting at Your Institution
16. Leveraging Institutional Aid to Maximize Net Tuition Revenue
17. Leveraging Institutional Aid to Maximize Net Tuition Revenue
18. Microtargeting to Achieve Enrollment Goals
19. Navigating the Graduate Enrollment Landscape Mid-Pandemic
20. Operationalizing Inter-Institutional Collaboration in Shared Academics
21. Planning for SEM at Community Colleges
22. Predictive Models for Enrollment: Showcase of Three Examples
23. Reporting to Stakeholders in Times of Enrollment Management Challenges
24. Strategic Enrollment Goals: Combining Internal and External Factors
25. Tuition Setting: Maximizing Net Tuition Revenue
26. Understanding Enrollment Management Challenges: A Program for Finance Officers
27. Understanding Key Data Trends to Inform Strategic Market Expansion
28. Yield Rates are Declining – Why?